This listing of claims will replace all prior versions, and listings, of claims in the application:

## Claim 1 (canceled)

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Claim 2 (currently amended): A system for automatically 1 targeting Web-based advertisements, comprising: 2 3 an indexer to identify advertisements relative to a 4 query, wherein identified advertisements describe characteristics relative to at least one of a product and 5 6 a service; 7 a scorer to score the advertisements according to match between the query and the characteristics of the 8 9 identified advertisements; and 10 a targeting component to provide at least some of 11 the advertisements as Web-based content A system according to Claim 1, wherein a numerical score 12 13 is assigned to the identified advertisements based on a degree of the match. 14 Claim 3 (original): A system according to Claim 2, 1 2 wherein the numerical score is determined relative to at 3 least one of a content match and a categorical match. Claim 4 (original): A system according to Claim 2, 1 2 further comprising: a sorter to sort at least some of the identified 3

advertisements by the numerical score.

- Claim 5 (original): A system according to Claim 4, 1 2 further comprising: a selector to select at least some of the sorted 3 identified advertisements relative to a predefined 5 threshold. Claim 6 (currently amended): A system for automatically 1 targeting Web-based advertisements, comprising: 2 3 an indexer to identify advertisements relative to a 4 query, wherein identified advertisements describe characteristics relative to at least one of a product and 5 6 a service; 7 a scorer to score the advertisements according to 8 match between the query and the characteristics of the 9 identified advertisements; 10 a targeting component to provide at least some of the advertisements as Web-based content; and 11 12 A system according to Claim 1, further comprising: 13 a filter to filter the identified advertisements relative 14 to at least one of a country, locale, language, and daily 15 budget.
  - Claim 7 (canceled)
- Claim 8 (currently amended): A system for automatically
  targeting Web-based advertisements, comprising:

  an indexer to identify advertisements relative to a
  query, wherein identified advertisements describe

- characteristics relative to at least one of a product and 5 6 a service; a scorer to score the advertisements according to 7 8 match between the query and the characteristics of the 9 identified advertisements; a targeting component to provide at least some of 10 11 the advertisements as Web-based content; a ranker to rank the identified advertisements using 12 13 a selection criteria and ordering at least some of the 14 ranked identified advertisements; and 15 A system according to Claim 7, further comprising: 16 a selector to select at least some of the ordered 17 identified advertisements relative to a ranking cutoff. 1 Claim 9 (currently amended): A system according to Claim 8 7, further comprising: 2 an evaluator to evaluate the selection criteria based on at least one of a fixed cost, variable cost, 4 and random factor associated with one or more of the 5 6 identified advertisements. 1 Claim 10 (original): A system according to Claim 9, wherein at least one of an acceptable fixed cost and 2 3 an acceptable variable cost is applied as the selection criteria.
  - 1 Claim 11 (original): A system according to Claim 9,
  - 2 wherein at least one of the fixed cost and the

- 3 variable cost is provided as part of the
- 4 characteristics of the identified advertisements.
- 1 Claim 12 (currently amended): A system according to
- . 2 Claim 2 1, further comprising:
  - 3 an advertising creative generator to generate an
- 4 advertising creative based on the characteristics of
- 5 at least one such identified advertisement.
- Claim 13 (original): A system according to Claim 12,
- wherein the advertising creative is provided as part
- of the at least some of the advertisements.
- 1 Claim 14 (currently amended): A system according to
- 2 Claim 12 ±, wherein the advertising creative is
- 3 provided as at least one of a hint provided with at
- 4 least one such identified advertisement, predefined
- 5 text, a precomputed advertising creative, and a cached
- 6 advertising creative.
- 1 Claim 15 (currently amended): A method for
- 2 automatically targeting Web-based advertisements,
- 3 comprising:
- 4 identifying advertisements relative to a query,
- 5 wherein identified advertisements describe
- 6 characteristics relative to at least one of a product
- 7 and a service;

- 8 scoring the advertisements according to <u>a degree</u>
- 9 of a match between the query and the characteristics
- of the identified advertisements; and
- 11 providing at least some of the advertisements as Web-
- 12 based content.

## Claim 16 (canceled)

- Claim 17 (currently amended): A method according to
- Claim 15 16, further comprising:
- 3 determining the numerical score relative to at
- 4 least one of a content match and a categorical match.
- 1 Claim 18 (currently amended): A method according to
- 2 Claim 15 16, further comprising:
- 3 sorting at least some of the identified
- 4 advertisements by the numerical score.
- Claim 19 (original): A method according to Claim 18,
- 2 further comprising:
- 3 selecting at least some of the sorted identified
- 4 advertisements relative to a predefined threshold.
- Claim 20 (original): A method according to Claim 15,
- further comprising:
- 3 filtering the identified advertisements relative
- 4 to at least one of a country, locale, language, and
- 5 daily budget.

- 1 Claim 21 (original): A method according to Claim 15,
- 2 further comprising:
- 3 ranking the identified advertisements using a
- 4 selection criteria; and
- . 5 ordering at least some of the ranked identified
  - 6 advertisements.
  - 1 Claim 22 (original): A method according to Claim 21,
  - 2 further comprising:
  - 3 selecting at least some of the ordered identified
  - 4 advertisements relative to a ranking cutoff.
  - 1 Claim 23 (original): A method according to Claim 21,
  - 2 further comprising:
  - 3 evaluating the selection criteria based on at
  - 4 least one of a fixed cost, variable cost, and random
  - 5 factor associated with one or more of the identified
  - 6 advertisements.
  - 1 Claim 24 (original): A method according to Claim 23,
  - 2 further comprising:
  - 3 applying at least one of an acceptable fixed cost
  - 4 and an acceptable variable cost as the selection
  - 5 criteria.
- 1 Claim 25 (original): A method according to Claim 23,
  - 2 further comprising:

- 3 providing at least one of the fixed cost and the
- 4 variable cost as part of the characteristics of the
- 5 identified advertisements.
- . 1 Claim 26 (original): A method according to Claim 15,
  - 2 further comprising:
  - 3 generating an advertising creative based on the
  - 4 characteristics of at least one such identified
  - 5 advertisement.
  - 1 Claim 27 (original): A method according to Claim
  - 2 26, further comprising:
  - 3 providing the advertising creative as part of the
  - 4 at least some of the advertisements.
  - 1 Claim 28 (currently amended): A method according to
  - 2 Claim <u>26</u> <del>15</del>, further comprising:
  - 3 providing the advertising creative as at least
  - 4 one of a hint provided with at least one such
  - 5 identified advertisement, predefined text, a
  - 6 precomputed advertising creative, and a cached
  - 7 advertising creative.

## Claim 29 (canceled)

- 1 Claim 30 (currently amended): An apparatus for
- 2 automatically targeting Web-based advertisements,
- 3 comprising:

means for identifying advertisements relative to a
query, wherein identified advertisements describe
characteristics relative to at least one of a product
and a service;
means for scoring the advertisements according to a
degree of a match between the query and the
characteristics of the identified advertisements; and
means for providing at least some of the advertisements
as Web-based content.